

experience  
nature

# Business Events



# Experience Nature Group Overview



Highland  
Harvest Feasts



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**WILD FOOD  
ADVENTURES**

*WILDfest Experiences*

**BUSINESS EVENTS**



# Experience Nature Group

## **Brief Overview**

Experience Nature offers a range of compelling and exclusively crafted ways to explore the geographically diverse Southern Highlands region that sits on the Great Dividing Mountain Range between Sydney and Canberra. More than just day trips or events, these are immersive, hands-on and creative adventures connecting with people, place and produce. Experience pristine wilderness, meet boutique award winning cool climate wine makers, explore historical villages, hiking trails, taste bush foods, swim in waterfalls, cycle through vast forests, be part of the paddock to plate process, unearth truffles, learn artisan crafts, harvest hops and taste fresh local produce crafted into culinary moments. 90 mins from Sydney and Canberra but a world away.

Amanda Fry created Experience Nature Group in late 2017 as a festival concept and has quickly established her business as a leader in the region in the events and tourism market. A large part of that success is her ability to recognise opportunity, seize and deliver on market gaps and not be afraid to find new ways to approach local experiences.

She has taken her global expertise and applied it locally, she understands and knows how to reach her market from the luxury end with her Wild Food Adventures commissionable brand to her newly acquired entry level touring brand – Southern Highlands Food & Wine Tours. She is considered by many as the leading destination expert in the Southern Highlands and that reputation is growing with her expansion into the Shoalhaven and South Coast. She not only works with other event planners when utilising venues like Peppers Craigieburn or Gibraltar for business conferences but also offers clients the opportunity for her own team to event manage the entire itinerary as we have seen with the International Leadership Pure Pursuits Program with Tourism Australia and Alquemie.

She has earned industry respect, she shares and teaches from a place of successful execution herself which provides a level of confidence to those she works alongside. Her own brand success also demonstrates her understanding of what customers need from domestic and international perspective, the opportunities she leverages in region as a gateway to State and National capitals and the opportunities that brings. As a result the Experience Nature Group is now sort out by industry and local business as a company they want to work with.

# Amanda Fry

Amanda's integrity, solid long term media connections and strategic planning skills have seen her work with some of the biggest global brands and names in the PR & Events industry, both here and overseas. From celebrities, actors, comedians, musicians, Kardashians, Presley's, Jacksons, public events, festivals and trusted brands such as helloworld, she is a leader in her field in Australia.

Prior to working in PR and during that career period, Amanda has created and delivered numerous workshops, mentor programs and industry conferences not least amongst them her mUmBRELLA talk after winning awards in Australia, Asia and the US for a campaign she conceptualised and executed. She was in charge of an integrated strategic marketing campaign based around the world's first photographic relay on instagram across 80 countries for travel brand helloworld. She is a thought leader, entrepreneur, trailblazer and game-changer. Five years ago, she created Experience Nature, a nature tourism business, specialising in nature experiences, business events, glamping, luxury day tours and seasonal feasting – finding ways to offer something different and truly authentic.

She brings global business events experience to all her work with local, authentic hooks to ensure the seamless delivery of experiences for both domestic and international guests, be it leisure or work. In addition to already mentoring many local businesses, freely offering advice to other event organisers in region and guiding small business operators to improving their offer, opening new markets and increase sales she has mentored many past staff members who now hold career jobs in key roles. Not least amongst them is Rebecca Berringer Head of Content for Business Events at Tourism Australia.

Amanda understands the importance of industry connections having reached out to create channels across various government departments that have resulted in joint work projects from business events to in regional famils that include Tourism Australia, Business Events Sydney, Canberra Convention Bureau, Destination NSW, Destination Sydney Surround South, Meet in NSW, Destination Southern Highlands, Destination Shoalhaven, NSW Forestry, NSW Parks & Wingecarribee as well as Shoalhaven Shire Council. She is also on the Committee for the Southern Highland Food & Wine Association and part of the events team that will deliver the most innovative and prestigious annual festival for the region. Already her networks have seen brands from Olsson's and Porsche back the event.

"As I have been through the challenges of launching and growing a social impact event business, Amanda has been an invaluable sounding board and mentor to help me refine the event strategy and set realistic budgets. Along with guidance on grant applications and how to navigate covid restrictions."  
Jasper Vallance, Founder & Chief Party Officer Xstatic Sunsets - Epic Sober Dance Parties & Festivals

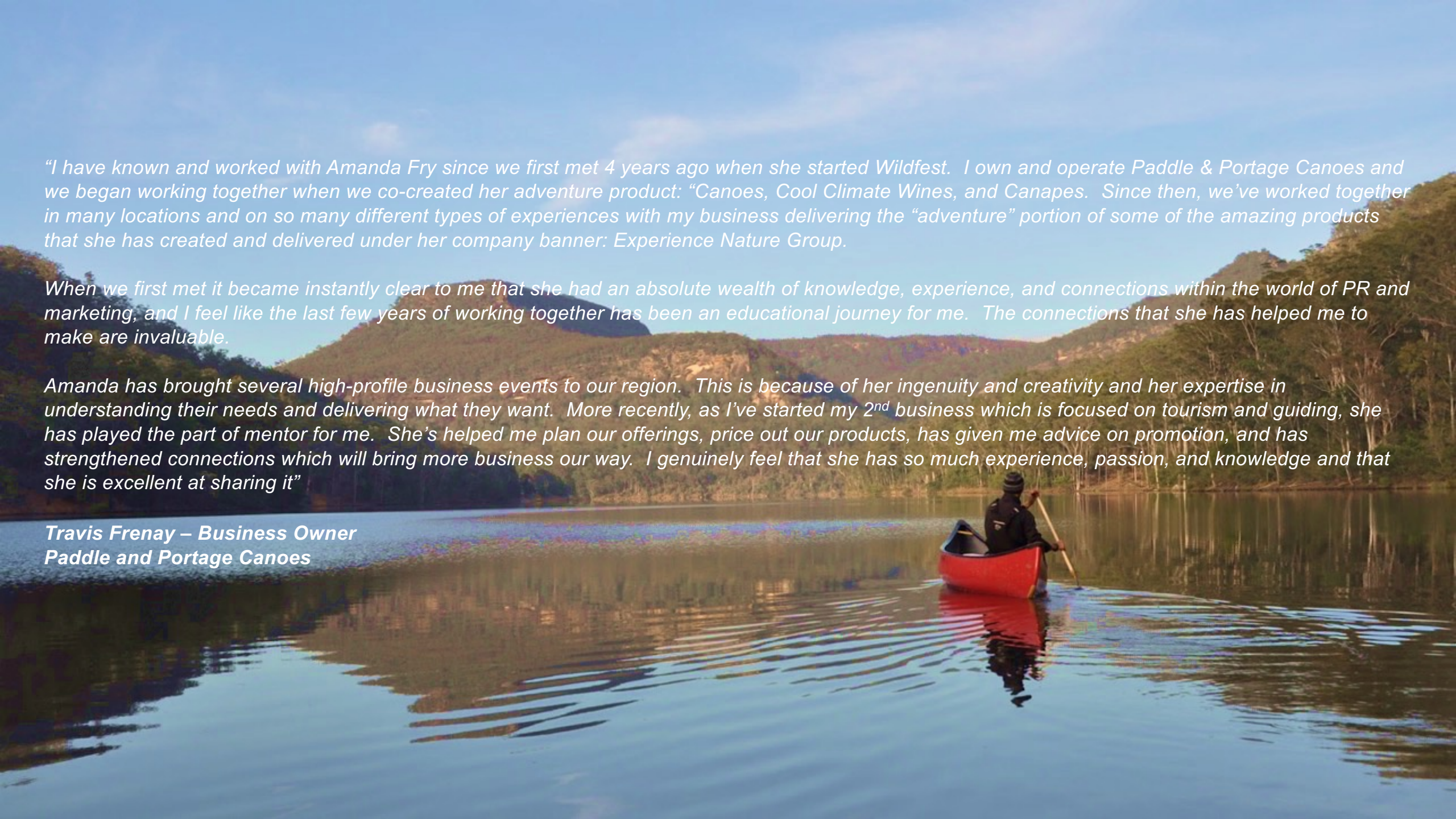
# Recognised Business Event Industry Expert

“I met Amanda in 2019 at a Pecora Dairy Cheesemaking workshop when I was working in the food industry in Business Development. She was captivating, experienced, open to new ideas and had these amazing business values and a very comfortable openness. A few months later I purchased a Truffle Farm in the Barossa Valley SA and I knew I needed a business mentor. I shortlisted strong amazing inspiring women I knew, and Amanda was at the top of the list. I was starting a new business and going through a marriage breakdown which was incredibly stressful. At each step of the way Amanda showed empathy yet encouraged me to focus on the tasks that needed to be done. Incredibly pragmatic, she encouraged me to look at my business from different angles and consider stages in my business, she was fantastically motivating and with each session I felt more empowered. I could not recommend Amanda highly enough!”  
Emma Jayne Szalajko, Barossa Truffles

Amanda’s company consistency brings business events into the region through her own marketing networks and was one of the first export ready companies in the region. She also taps into the international market through her ITO network who regular program not only leisure but company incentive itineraries into Australia.

She created these networks by developing a strong work ethic, a good consumer brand, being a consistent, relatable and reliable business partner and collaborator as well as using her creative experience to offer fresh new ideas making her known as an innovator and market trend setter. She is a natural leader, already offers her time regularly to help other business owners and leads her own area in tapping into the mid week economy by example. She has a very high conversion rate for business events and a background which includes a Diploma of Education, so she is a natural teacher, always willing to share her knowledge from a 30+ year career.

"Having been involved with the Highland Valley Forage, since Amanda from Experience Nature introduced us to her concept for this event, has been a truly collaborative process. The event’s focus, delivered as a journey from the Highlands to the Valley, has enabled us to showcase what we do alongside several other providers. The events focus is to also seek and share as many locally grown, created or sourced products, from wine, cheese, vegetables, feature ingredients and more and Amanda is always willing to identify opportunities between providers to collaborate even further to enhance the event. Amanda is always willing to facilitate what we need to deliver the experience we want to each guest, and it has been an added benefit that the audience base has grown each year enabling us to share what we do with even more people. Being able to use this event to show our guests a different experience has certainly been a benefit, but also meeting so many people at the forage event that then seek a booking with us also.” Renee Wallace, Birch Restaurant

A person wearing a black hat and jacket is paddling a red canoe on a calm, blue lake. The water reflects the surrounding forested hills and the sky. The scene is peaceful and scenic, with a clear blue sky and lush greenery in the background.

*"I have known and worked with Amanda Fry since we first met 4 years ago when she started Wildfest. I own and operate Paddle & Portage Canoes and we began working together when we co-created her adventure product: "Canoes, Cool Climate Wines, and Canapes. Since then, we've worked together in many locations and on so many different types of experiences with my business delivering the "adventure" portion of some of the amazing products that she has created and delivered under her company banner: Experience Nature Group.*

*When we first met it became instantly clear to me that she had an absolute wealth of knowledge, experience, and connections within the world of PR and marketing, and I feel like the last few years of working together has been an educational journey for me. The connections that she has helped me to make are invaluable.*

*Amanda has brought several high-profile business events to our region. This is because of her ingenuity and creativity and her expertise in understanding their needs and delivering what they want. More recently, as I've started my 2<sup>nd</sup> business which is focused on tourism and guiding, she has played the part of mentor for me. She's helped me plan our offerings, price out our products, has given me advice on promotion, and has strengthened connections which will bring more business our way. I genuinely feel that she has so much experience, passion, and knowledge and that she is excellent at sharing it"*

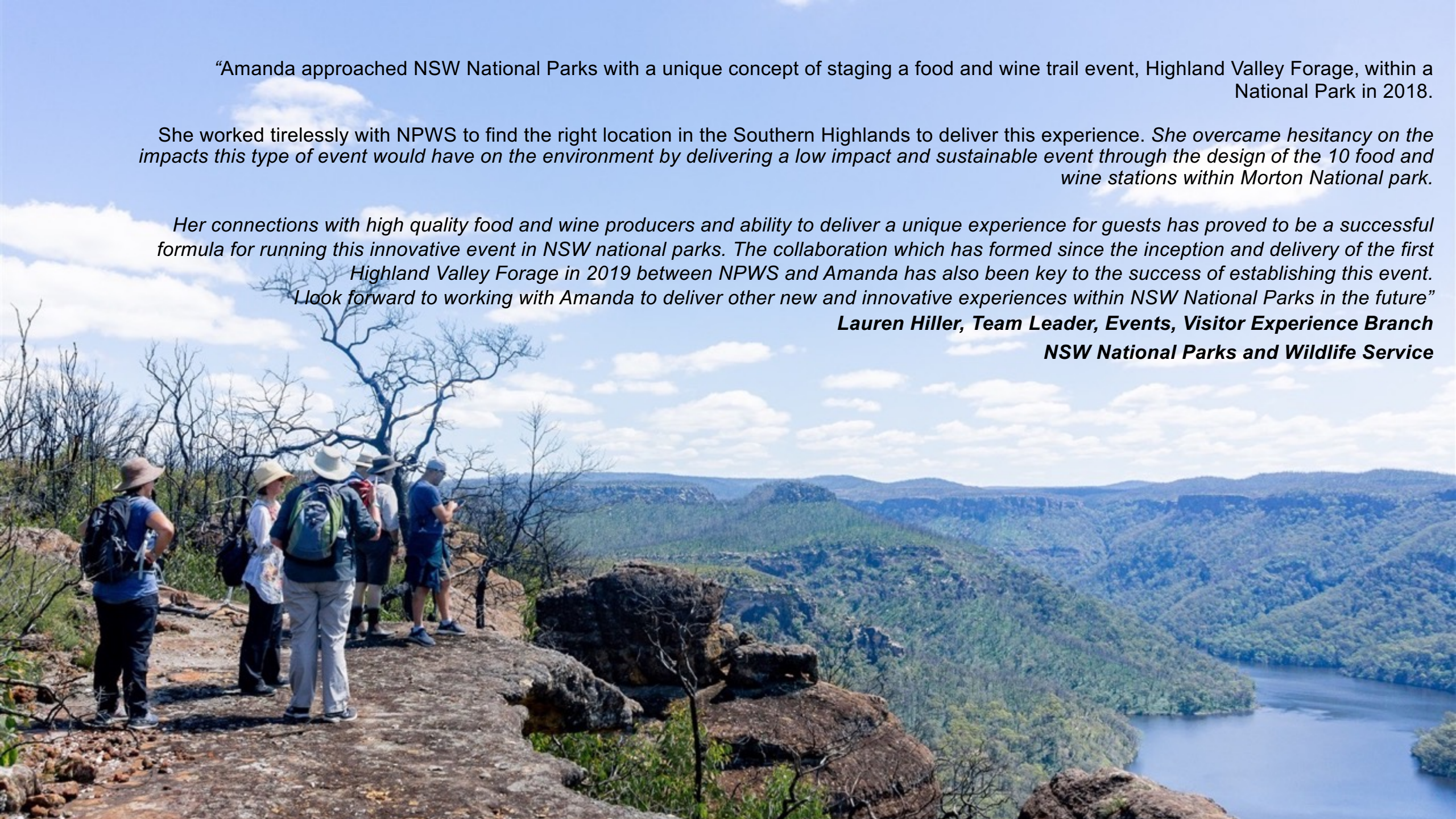
**Travis Frenay – Business Owner  
Paddle and Portage Canoes**

“Amanda approached NSW National Parks with a unique concept of staging a food and wine trail event, Highland Valley Forage, within a National Park in 2018.

*She worked tirelessly with NPWS to find the right location in the Southern Highlands to deliver this experience. She overcame hesitancy on the impacts this type of event would have on the environment by delivering a low impact and sustainable event through the design of the 10 food and wine stations within Morton National park.*

*Her connections with high quality food and wine producers and ability to deliver a unique experience for guests has proved to be a successful formula for running this innovative event in NSW national parks. The collaboration which has formed since the inception and delivery of the first Highland Valley Forage in 2019 between NPWS and Amanda has also been key to the success of establishing this event. I look forward to working with Amanda to deliver other new and innovative experiences within NSW National Parks in the future”*

**Lauren Hiller, Team Leader, Events, Visitor Experience Branch  
NSW National Parks and Wildlife Service**



# Business Event Experience

“Amanda Fry is a multi tasking tour de force as a promoter and organiser of memorable events. She has a gift of juggling many tasks while keeping an eye on the small details that make the difference between getting the job done and doing it with panache and excellence. Amanda has an eye for detail that provides the points of difference expected by VIP customers. This is created out of the most rustic of contexts and produces a seemingly seamless transition into the extraordinary. A great example of this is her pop-up glamping experiences that satisfy and surprises even the most jaded of luxury travellers. Amanda’s creativity and extensive marketing experience combine to materialise innovative and unique tourism offerings while liaising with a variety of suppliers into a cohesive and smooth product for discerning consumers.

I so enjoy working with Amanda, observing her creative solutions to challenges, her ability to think outside the square and her operational skills which deliver high quality experiences for her valued clientele.” Susanna Shelton, Retired Director of Freewheeling Tours and Taste of Plenty bespoke food tours & Event Manager Southern Highlands Food and Wine Association

Experience Nature Group has also gained industry respect for pushing the boundaries and foraging partnerships in ways few other companies have managed. From ACT Parks with A Wild Night Out at Tidbinbilla, Wander the Wingecarribee in Berrima to Feast of the Beast with NSW Forestry and her work on creating the Highland Valley Forage. This means in addition to the usual business event venues she has access to unique properties for retreats and glamping experiences.

Business events executed by Experience Nature Group across multiple sectors include

- Large Corporate retreats such as IMC, Marque, Allianz & Ansarada
- High End Luxury Trips such as Pure Pursuits Australia & IRT Global Conference
- Day Tours for Industry Bodies like DNSW, Corporates like Blackmores Institute, Merz, Grace Removals & Consulates/embassy’s
- Famils Local/State bodies (DSH and DNSW)



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Our Work

# Pure Pursuits – Global Leadership Program

In March 2020 Experience Nature worked with valued partner, Alquemie and Tourism Australia, to design an incredible itinerary for Pure Pursuits Australia. It became apparent as PURE Pursuits Australia progressed in early March, that once we bid farewell at the end of the week, we'd be entering a different reality than we left behind. It gave us the chance, however, to strategise about what was unfolding before our eyes and how best to react, with a group of like-minded industry peers as well as two incredible mentors - Andy Lark and Jesse Desjardins. Not only did they bring their wealth of experience to each and every discussion, they also hosted 90 minute workshops each day.

*"I chose to partner with Amanda on Pure Pursuits Australia for her creativity and ability to deliver exceptional nature experiences combined with delicious dining. In fact, I built the entire itinerary around her signature experience Canoes, Cool Climate Wines and Canapes. Over 3 days our well-travelled guests were taken on an incredible journey from Jervis Bay to the Southern Highlands. She delivered the 'wow' factor beyond expectations and I'm looking forward to seeing what else we can create in the future"*

**Nicola Billens, Marketing Manager Alquemie**



*“As the Tourism Australia host for this event, my observations for this important event were that all key elements of the trip were on spec for the brief for this particular trip which had some very specific requirements. The activities were creative and delivered and executed well, showcasing the diversity of the South Coast and Southern Highlands, with clear understanding of the needs of this group to stop for important discussions in private and evocative places. In particular the raft-up of canoes and the visit to a badly affected bushfire region were conducted with honesty and empathy and were highly impactful. There was genuine wow factor in our arrival to the luxury camp, walking in from the hills above. F&B were plentiful but not wasteful and of high quality. Equipment and vehicles high quality. And the guides, the secret sauce to any trip of this calibre, were excellent”*

***Penny Rafferty, Tourism Australia***



# IMCHELLA – Annual Company Retreat

In October 2019 Experience Nature produced a 3-day 2-night adventure for 160 staff working IMC Trading in Sydney with in-house Event Manager Corinne Ozols at a private property on the banks of the Wingecarribee River in the Southern Highlands. Every element was meticulously planned with a budget exceeding \$500K from the arrival in stretch hummers to awarded chefs dinners such as Lennox Hastie, live music with Sneaky Sound System & Furnace & The Fundamentals, glamping tents, action-adventure outdoor activities, the general store, outside gym and chill out zones – all to reward staff for their incredible work.



*“I wanted to create an event that everyone remembered and after meeting Amanda I knew she was the partner company to help me bring my vision to life. We spent 12 months planning our corporate getaway and I couldn't be happier with the results. Hours and hours were spent planning every single aspect for this 3 day, 600k corporate event for 160 attendees and together we pulled it off! We got the team off-grid which was vital. Amanda and her team were incredible in the way they managed everything from bump in to execution throughout the event, and the staff were literally blown away. Nothing was too much trouble and any issues that arose were dealt with, behind the scenes in a calm manner, leaving guests none the wiser. Not only was the event a raging success and a personal career highlight, I have made a friend for life in Amanda and I look forward to collaborating with her in the future”*


**Corinne Ozols, Event Manager**

# Kingdom of the Netherlands Consulate & Embassy- Day Tour

In November 2020, Experience Nature crafted a unique day tour to bring the team together (from Sydney and Canberra) from the Kingdom of the Netherlands Consulate and Embassy. Due to Covid-19 lockdowns, the teams had not been able to meet face-to-face all year, and used this as an opportunity to get to know each other and spend some much needed time in nature. The group met at the stunning olive grove, in Kangaroo Valley, experienced an edible weeds workshop, before sampling the olive products fresh from the grove. Post lunch, they made their way to a local vineyard to sample wines of the region.

*“On behalf of our whole team we would like to thank you, Joanne and Brenda for an absolutely stunning day in the Kangaroo Valley yesterday. The food and service was exquisite and abundant and everyone thoroughly enjoyed themselves. Again, thank you. We will make sure to spread the word about Wild Food Adventures, definitely over our Christmas lunches that will be graced with olive oil and dukkah from Kangaroo Valley Olives, and wine from Yarrowa Estate!”*

***Esther & Nicoline  
Kingdom of the Netherlands Consulate & Embassy***

A group of people are seated at long tables in a rustic barn, dining at night. The barn is decorated with warm string lights and a large, ornate chandelier. The atmosphere is cozy and intimate. The text is overlaid on the top half of the image.

*“The tents were magic, the place was like a fairy tale, we had the freedom to party and the break out spaces were brilliant. It was so Marque, you really got what we wanted and the change in venue was a blessing in disguise. You and your team delivered such a great experience, the food was amazing and everyone was so full and well fed, a first I think for these kind of events we have had in the past. Your knowledge of the area, lovely and reliable contacts (Travis & Justine) and other suppliers ensured we experienced truly the best of what the Southern Highlands is about and has to offer. It was really something special we will remember for a very long time and I’m proud to be associated with”*

***Pamela Calvi, Legal Secretary, MARQUE Lawyers Pty Ltd***

## **MARQUE Lawyers – Annual Goal Setting Workshop**

In February 2020, the team from MARQUE Lawyers made their way to the Southern Highlands for their annual goal setting workshop. The overnight experience began with a canoe on the iconic Wingecarribee River before heading to the stunning Wollumbi Estate for lunch and workshop sessions. The group then checked into their overnight glamping tents before being treated to a gourmet feast in the barn – showcasing the opportunities to collaborate with multiple suppliers within the region.

# DNSW in Partnership with DSH - Famil

Destination Southern Highlands hosted the Southern Highlands Conference Organiser familiarisation tour 13 - 15 October 2020.

The tour included 11 delegates representing media and corporations who visited multiple venues across the Southern Highlands Region. Experience Nature showcased an array of experiences and accommodation including their signature 'Canoes, Cool Climate Wines and Canapes', forest bathing overnight luxury glamping accommodation at a private estate, and food experiences with local restaurants.

*"Thank you for an amazing experience at Wollumbi Estate. Everyone was blown away by the beauty and style of the property and the fun of glamping. Everything was so well organised and welcoming"*

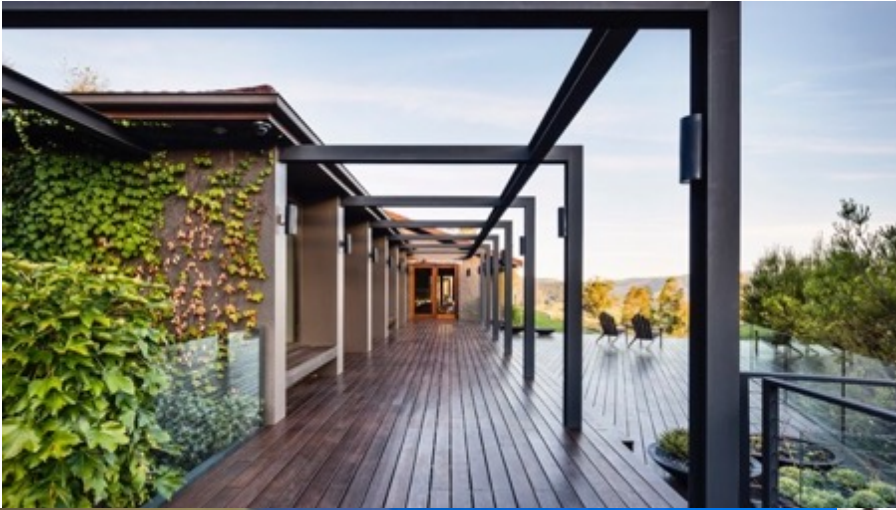
***Renee Eccleston, Industry Liaison Officer  
Destination Southern Highlands***

***Brianna*** *"Amazing amazing amazing. Everyone we spent time with or were introduced to were friendly and so accommodating. From that perspective, it was the best famil experience I have ever had. Everyone was warm and generous with their time and their knowledge"*

***Svetta*** *"I had actually never been to the Southern Highlands and it was nice to see the destination. I definitely look after groups that can be well suited to Southern Highlands and the Wollumbi Estate"*

# Unique Accommodation Partners

We work with private properties and exclusive venues (no other providers can access) as well as established resorts experienced in delivering memorable business events.





# Glamping Properties

## Soul Nourishing | Star Gazing | Spectacular Views

From vineyards in the Southern Highlands, Murrumbateman, Berry and Coolangatta to Nature Reserves such as Tidbinbilla and Namadgi in the ACT and Private Estates in Kangaroo Valley, South Coast and Robertson we have access to properties that offer the perfect glamping destination for your retreat. With no detail spared, our luxury 5-star bell tents will transport you to a new world, where you can enjoy nature without roughing it.



# Turning the Ordinary into the Extraordinary



Creating memorable experiences at business events, doesn't have to be overly complicated. Sometimes a bush walk can be a highlight of an incentive trip, and simplicity is key.

Here is an example of where we turned a simple bushwalk into a lifechanging memory for a guest.

*"For this American family, the wilderness walk was the highlight of our Australian experience! My husband and I, along with our daughter and two grandchildren (14 and 10), greatly appreciated Amanda's total commitment to excellent customer service from beginning to end, and the extraordinary expertise from our bush walk guide was second to none, Travis. The sights and sounds of the bush, the flora and fauna, the waterfalls....all spectacular"* **Debbie Sydow on a Wild Food Adventures Day Tour**

# Immersive and Compelling Experiences

## Activities

Bush Walking | Hiking | Canoeing | Abseiling | Mountain Biking | Rock Climbing | Night Photography | Blacksmith Forging | Archery | Clay Pigeon Shooting | Horse Riding

## Popular Food & Beverage Choices

Wild Harvest Feast | Spirit Tastings | Boutique Beer Tastings | Cool Climate Wine Tasting | Gourmet Fire Feast | Beverage and Matched dishes

## Team Building & Leisure

Dance Classes | Double Canoe Rigs | Wet N Wild Slides | Making Movies | Bush Cooking | Yoga | Tai Chi | Martial Arts | Bush Spa | Meet the Wildlife | Boules | 4WD | Lip Sync Battle | Survivor | Canoes, Cool Climate Wines & Canapes | Wild Foraged Art Classes | Chasing Waterfall



# Let's Work Together

Experience Nature Group

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**<https://experiencenature.com.au/businessesevents/>**

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